



# *Recreation Services Department Annual Report*

Fiscal Year 2017-18





## *Introduction*

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This has been another year of growth and change for the Recreation Services Department within the Town of Discovery Bay Community Services District. I would like to especially thank the residents of Discovery Bay for their support and participation in our recreation programs, activities and services. I would also like to recognize the leadership and support of our Board of Directors along with our dedicated department staff who put an incredible amount of time and effort into providing a quality recreation experience for all our residents.

This second annual report continues to build upon a solid foundation for the development of professional recreation services that will enhance the everyday lives of Discovery Bay residents. We are committed to providing robust programs that capture the interest and participation of all age groups from toddlers to seniors. In the coming year, staff, along with the Board of Directors and community members, will continue having important discussions that will focus on improving our parks, community center, recreation programs, community events, resources and funding.

On behalf of the entire staff of the Town of Discovery Bay Community Services District, we are proud to present the 2017-18 Recreation Services Department Annual Report and we look forward to another fun and exciting year ahead!

*Michael R. Davies*

Michael R. Davies, General Manager  
Town of Discovery Bay CSD

## *Department Accomplishments*

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Recreation Services provides community based and age appropriate recreational programming for Discovery Bay residents and visitors. The Discovery Bay Community Center acts as the hub for these activities and is complimented by a network of parks, fields and other recreational and education venues.

### **Accomplishments, 2017-2018**

- Continued development of community based and age appropriate recreation programs, activities, and community-wide special events for Recreation Services.
- Completed the Town's first Recreation Services Department Annual Report.
- Partnered with the Discovery Bay Lions Club in hosting a second community-wide outdoor concert along with an inaugural "Paws on Parade" Dog Park event. These events generated just over \$15,000 toward improvement projects to the Discovery Bay Community Center. Projects include renovations to the large community BBQ area and improvements to the dog park.
- Developed and implemented written agreements between the Town of Discovery Bay and the following community organizations: Discovery Bay Lions Club, the Boy Scouts of America, and the River Otters Parents Booster Club.
- Entered into an agreement with GreenPlay, Inc. to provide consulting services focused on generating revenue sources for the Community Center.
- Continued expansion of regular and on-going part time/seasonal employee training programs to improve our level of service to program participants.

### **Objectives, 2018-2019**

- Continued development of community relationships with local groups and organizations such as the Discovery Bay Lions Club, the River Otters Parent Booster Club, Discovery Bay Pickleball Club, Discovery Bay Chamber of Commerce, and the Contra Costa Sheriff's Office in expanding community-wide programming and special events at the Discovery Bay Community Center.
- Develop an action plan from the completion of "Phase One, Special Board Workshop" with GreenPlay, Inc.
- Examine current pricing and cost recovery practices related to the Town's Recreation programming and facility usage fees and develop a methodology that results in fair and consistent cost recovery.
- Examine our current special interest recreational opportunities and look for new and creative ways to expand current offerings.
- Expand available marketing avenues to help increase event and program participation.

## *Program & Activity Highlights for 2017-18*

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### *Summer Jam Concerts*

In June 2017, the Town of Discovery Bay partnered with the Discovery Bay Lions Club to create a unique bi-annual community-wide “Summer Jam” event, which features many local vendors and business, shopping, food, and live music from local bay area bands who perform on a full-size professional stage. Over 3,000 residents have participated in our three Summer Jam events.

Proceeds from the Summer Jam events have funded community center improvement projects that to date include:

- Purchase of a custom 16 x 20 outdoor movie screen.
- Professional level sound system.
- Repair and rebuilding of the brick BBQ.
- Replaced broken concrete sections with new concrete surrounding the BBQ.
- Added three new round metal picnic tables with matching umbrellas.
- Installed new screening along the back-cyclone fencing.

### *GreenPlay Workshop*

In November 2017, the Town of Discovery Bay entered into contract with GreenPlay, LLC for Phase 1 of a two-phase project related to identifying potential funding sources for the future planning and operational functions of the Discovery Bay Community Center and recreational programming. In February, GreenPlay, LLC conducted a special session Board workshop, that along with staff, aided in identifying new potential funding sources that would better sustain recreation operations and services for the long term. The final report from GreenPlay, LLC provided an “action plan” that staff will utilize in the coming years to develop and implement additional programs, activities, and/or policies to improve the sustainability of the Town’s recreation services.

### *“Paws on Parade” Dog Park Event*

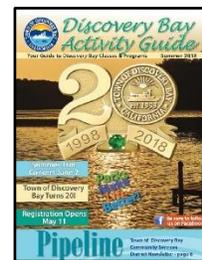
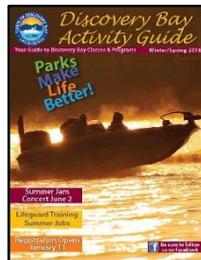
Expanding on the success of the “Summer Jam” summer concerts, the Town, in partnership with the Discovery Bay Lions Club, developed and implemented an inaugural dog park special event in April that had nearly 60 participating dogs, a variety of animal related vendors, and county officials in attendance to support dog park improvements. Improvement projects currently underway include:

- Purchase of two (2) sets of dog agility hoops (one for each of the dog parks)
- Purchase of a commercial grade display sign board
- Replacement of dog friendly sprinkler heads throughout most of the dog park.

## Marketing

### Activity Guides

The primary marketing tool for the Recreation Division is the *Discovery Bay Activity Guide*, which is mailed to homes and businesses within the 94505-zip code in January, May, and September of each year. Approximately 7,000 copies are produced each quarter with 6,363 mailed out.



### Website & Facebook

Staff has increased use of the Town's Facebook page and website to promote our various recreation programs, activities and events occurring throughout the year. Currently, our Facebook page has over 2,000 followers.

### Movies in the Park

This fiscal year was the first full season use, with monies raised from the inaugural Summer Jam, of the Town's recently purchased inflatable outdoor movie screen and outdoor sound system. Six family-oriented movies were shown evenings during the months of June, July, and August. While attendance was generally lower than expected, there were several movies that had from 80-100 participants. Staff has determined that frequent use of the Town's Facebook page, electronic sign, and movie choice are key factors in improving attendance numbers.

## *Special Interest Class Offerings*

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A variety of contract classes & activities were offered in 2017/18 and included those listed below:

### *Youth Sports Programs*

Mommy/Daddy & Me Soccer  
Tot/Pre-Soccer  
Soccer 1: Techniques & Teamwork  
Soccer 2: Skillz & Scrimmages



### *Youth Dance Programs*

Tiny Tots  
Kid's Combo Dance  
Time to Tap

### *Youth Camps*

Sculpt Clay Camp  
Beginning Archery  
Youth ART Camp  
Youth Sketch/Draw, Pencil, Charcoal, Paste Camp



### *Tennis Camps & Programs*

Red Ball Club  
Orange Ball Club  
Juniors/Advanced Juniors Tennis  
Advanced Juniors Only

### *Aquatic Programs*

Recreational Public Swim  
"Learn to Swim" Lesson Program  
Adult Lap Swim  
River Otters Swim Team  
Blended Learning Lifeguard Class  
Coast Guard Certified Safe Power Boat Handling



### *Special Interest Programs*

Safety Driver's Ed  
Smear Paint Adult Paint Night  
Paint your Pet Party  
Coast Guard Approved Power Boat Class

Adult Programs

- Zumba by Karina
- Time to Tap
- Smear Paint
- Line Dancing

Affiliated Community Programs

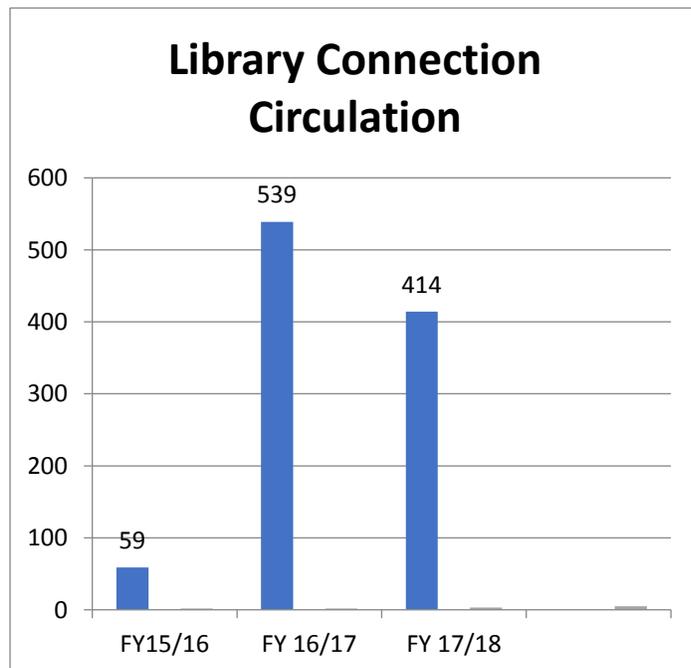
- Card Groups
- Hand & Foot Adult Cards
- Duplicate Bridge Adult Cards
- Drop-in Pickleball
- Drop-in Tennis



Library Connection

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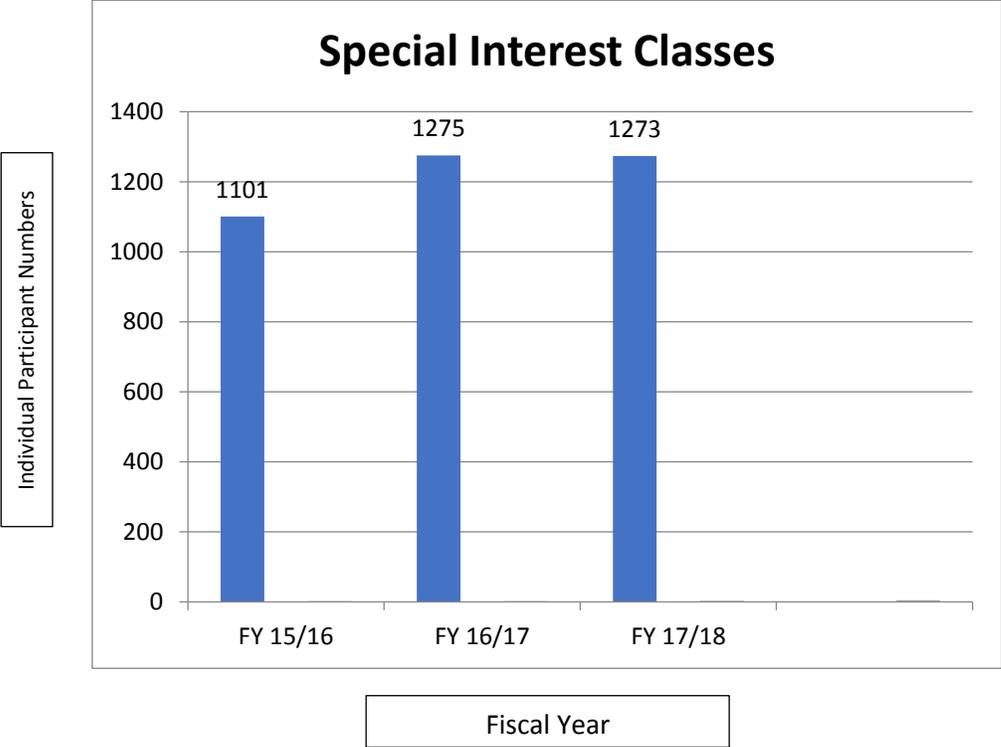
In Partnership with the Contra Costa Library System, the Library Connection offers residents of Discovery Bay the opportunity to order a variety of library materials on line and have them delivered to the Discovery Bay Community Center for pick up. Discovery Bay residents may also utilize the book drop box located outside the Community Center as well. This is a “free” service to Contra Costa residents.



# FY 2017/18 Participation Numbers

## Special Interest Classes

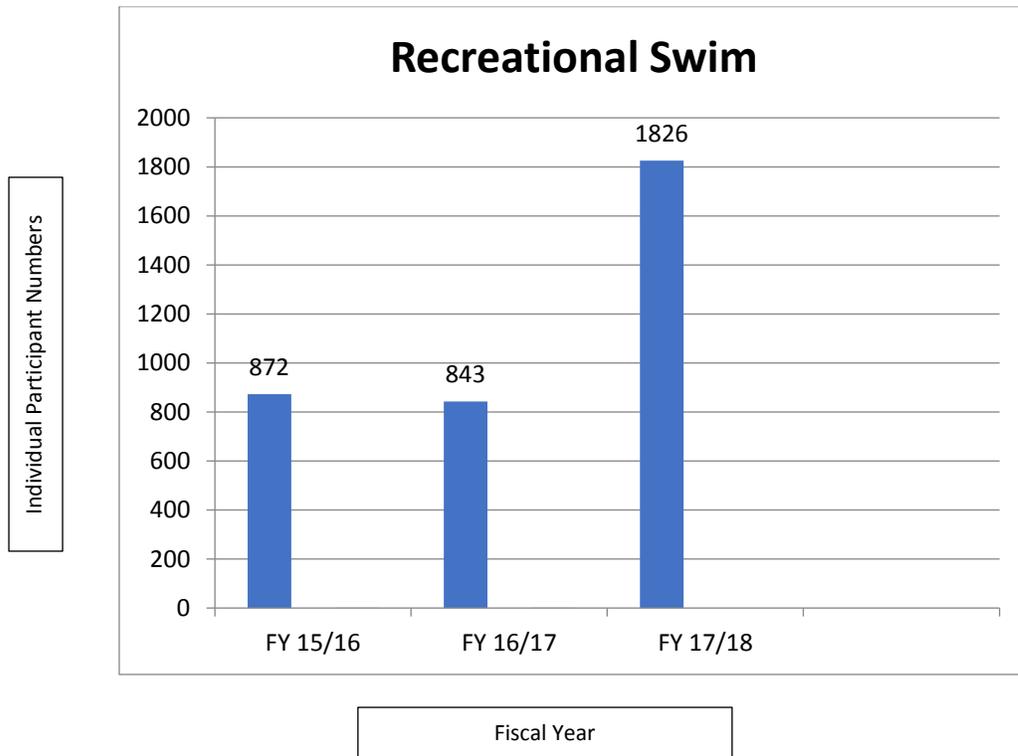
The Recreation Division is responsible for offering a wide variety of classes and camps for all age levels. These special interest programs include youth soccer, youth dance, youth and adult art and painting classes, youth tennis, Online Driver's Ed course, adult Zumba classes, adult painting classes, swim lessons, and River Otters Swim Team. To provide these programs, the Town contracts with a variety of independent instructors in order to maximize revenue and save on the costs of hiring additional staff.



# Aquatic Programs

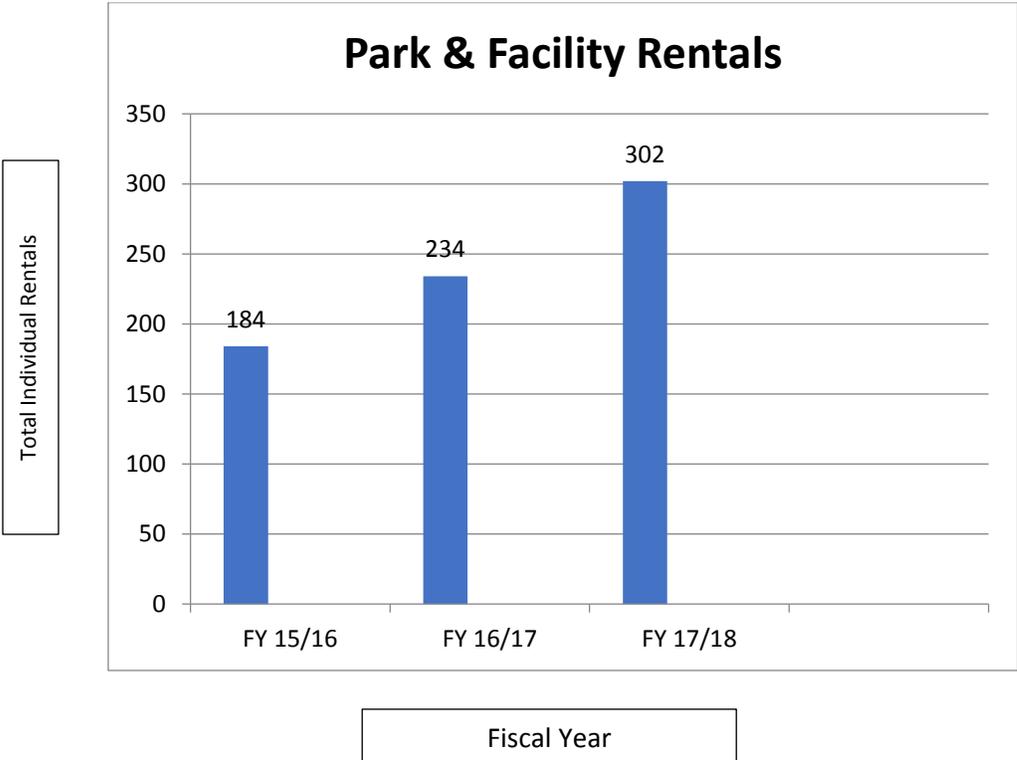
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The Recreation Division is responsible for operating a small community pool located at the Discovery Bay Community Center offering community residents an opportunity for open recreational public swim running generally Memorial Weekend through Labor Day weekend. Operating hours have been Thursdays through Mondays, 1PM-6PM weekdays, 12PM-6PM weekends. The Pool is closed to open recreational swim Tuesdays and Wednesdays.



# Park and Facility Rentals

The Recreation Division is responsible for managing the rental of all community parks and facilities under the jurisdiction of the Town. This includes the Discovery Bay Community Center, various rooms within the community center, an event lawn area, a group BBQ area, and eight tennis courts. Parks include Cornell Park and Ravenswood Park that contain BBQ areas, covered picnic areas, tennis courts, pickleball courts, and sports fields.



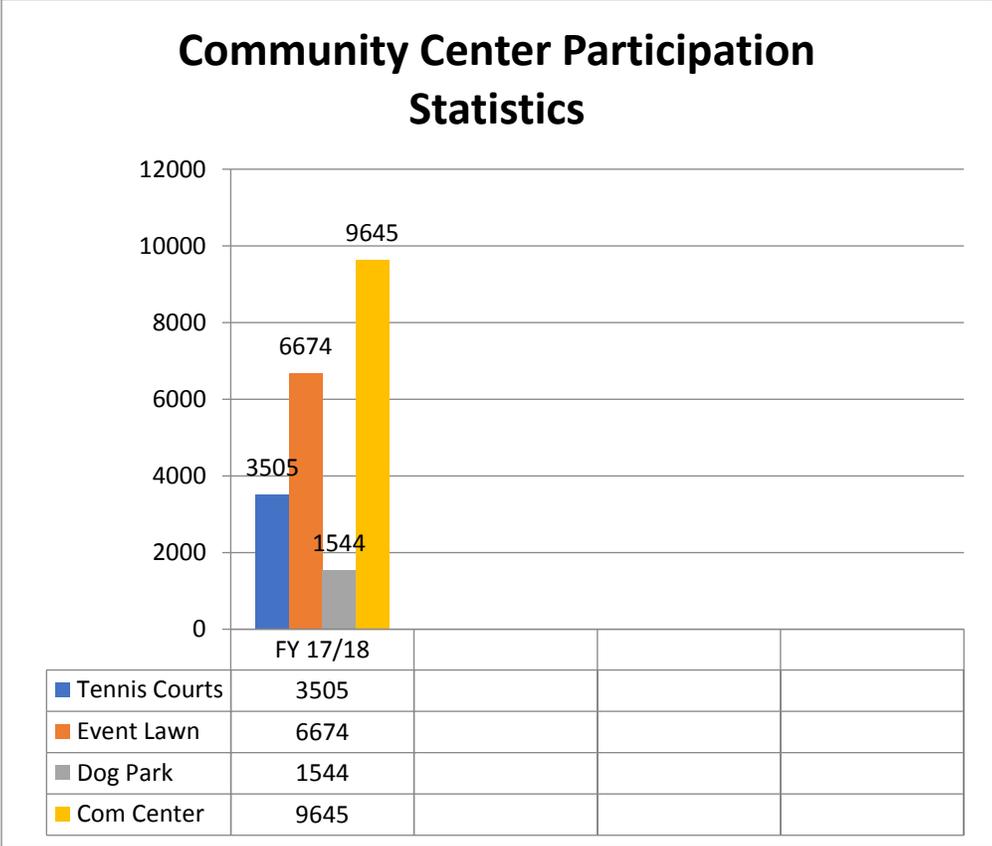
# Community Center Participation

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Our 2,500 square foot Community Center sits on seven and a quarter (7.25) acres and provides a variety of amenities that includes eight (8) tennis courts, of which six (6) are in playable condition, a dog park, an Event Lawn area, and a swimming pool.

To provide a snap shot of the use of these facilities, staff has accumulated the following participation statistics based on the following criteria:

Participation numbers for each amenity were taken hourly Monday through Friday, from 4PM to close and Saturday/Sunday from 8AM to close throughout the fiscal year. Closing time is generally dusk and varies throughout the year.



## Community-Wide Events

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Throughout the year, the Discovery Bay Community Center grounds serve as the staging area for a variety of local private and Town co-sponsored events. Large community events (gatherings of more than 50 participants) are generally approved in advance for the entire calendar year by the Board each February.

The following is a list of those events approved and for fiscal year 17/18:

- *Summer Jam Concert in the Park – September*
- *American Red Cross Blood Drive - October*
- *Scarecrow Festival & Movie in the Park – October*
- *Discovery Bay Lions Club/Chamber Holiday Parade – December*
- *Discovery Bay Lions Club Easter Egg Hunt – March*
- *Paws on Parade Dog Park Event – April*
- *Inaugural Discovery Bay Family & Friends Doubles Tournament - May*
- *Discovery Bay Chamber Food Truck Round Up – April, May, June*
- *Town of Discovery Bay 20<sup>th</sup> Anniversary Celebration – June*
- *Summer Jam Concert in the Park – June*
- *Friday Night Movies in the Park – June, July, and August*

## Community User Groups

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Throughout the year, the Town of Discovery Bay Community Recreation Department provides a meeting place for a variety of common-interest groups, clubs, and loose knit gatherings. These participants generally use Town facilities at little or no cost.

The following is a list of the most common groups utilizing the Discovery Bay facilities in fiscal year 17/18:

- *Pickleball – Cornell Park Pickleball Courts*
- *Tennis – Community Center Tennis Courts*
- *Hand & Foot Senior Card Group – Community Center*
- *Duplicate Bridge Card Group – Community Center*
- *Boy Scouts - Community Center*

# Fee Waivers

The Town of Discovery Bay Community Services District Board of Directors annually provides the opportunity to more adequately respond to the needs of the community by waiving or modifying regular fees and charges on a case-by-case basis. Below are the groups and/or activities that the Town has accommodated this fiscal year.

<i>Events</i>	<i>Approved Fee Waived</i>
Lions Club Easter Egg Hunt	\$100
American Red Cross Blood Drive (2)	\$600
Library Program	\$70
*Bridge on the Lake Senior Program	\$7,008
Pickleball Tournament (2)	\$200
"Hand and Foot" Senior Bridge (Wednesdays)	\$5,200
Boy Scouts of American Troop 514 weekly Mtg	\$1,500
R.A.D. Program/Contra Costa Sheriff's	\$500
<i>Total Fees Waived for FY17/18</i>	<i>\$15,178</i>

\*The Bridge on the Lake Senior Program operates under a "Memorandum of Understanding" with the Town of Discovery Bay to pay \$1 per player, per meeting to offset total fee waived. For Fiscal Year 17/18, the Bridge on the Lake Senior Program collected and paid \$1,182 towards the total annual fee waived of \$8,190, making the actual fee waived for this year \$7,008.

## CONCLUSION

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The Recreation Services Department of the Town of Discovery Bay CSD continues to act as the hub for activities for the Town of Discovery Bay. All of the work this past year would not be possible without the generous support and dedication of:

Town of Discovery Bay Board of Directors

Park & Recreation Standing Committee

Non-Profit Organizations

Community Organizations & Volunteers

Community Sponsors and Partnerships

Discovery Bay Businesses

Town Staff

